



## The employees' case for share plans

Some answers to the question: “Why should I give away shares in my company?”

Answers	Owner of a well established company	Entrepreneurial owner of a fast-growing company	“Bottom line” boss of a financially-driven business
To give people a sense of ownership so they act like owners	Yes, I can see that.	That’s not really enough.	Airy fairy – next!
Promised equity in the past	Let’s get this set up now.	Must sort this out, we’ve been so busy. I’d like to reward past loyalty and put something in place for future performance.	Did I? You got that in writing?
In place of a bonus or pay rise	Not the way we’re heading.	Maybe for new recruits at a senior level, a lower salary for share options.	Like it.
Linking rights to buy shares and share numbers to improved company performance	Very fair.	Excellent idea!	It’s a win-win situation – I only give up some shares if the company is worth more.
Increase loyalty and lowering turnover	But nobody leaves us.	Definitely, if it helps keep my key people – we’re at a critical time right now.	Would it? I can’t stand wasting time interviewing candidates and headhunters cost a fortune.